



# **Village of Watkins Glen**

## **Downtown Revitalization Initiative**

**Village Board and Planning Board Briefing**

**January 31, 2018**

# Agenda

1. **DRI Overview**
2. **Potential Zoning Recommendations**

# What is the Downtown Revitalization Initiative?

**\$100 Million State Investment in 10 downtown neighborhoods nominated by REDCs**

**Strategic Investment Plans will identify projects funded through the DRI, and ones funded by other public & private resources**

## **Key Ingredients of a DRI Plan:**

- A clear vision for the downtown.
- Goals and strategies to accomplish the vision.
- An action plan with a timeline for projects, initiatives, and actions.
- A strategic investment plan with catalytic projects to implement the plan.



# Project Timeline



# Public Engagement

Public Workshop #1, October 18

Public Workshop #2, December 13

Public Workshop #3, March 2018

Online Survey, February 2018

Online Tools

- Facebook, Instagram, Twitter:  
@WatkinsGlenDRI



# Watkins Glen DRI Boundary



# Watkins Glen Downtown Goals

## Goal 1: Downtown Living

Build on the strong sense of place in Watkins Glen by increasing walkability, providing a range of housing types, and promoting downtown as a mixed-use district.

## Goal 2: Culture & Entertainment

Create an active downtown environment for residents and visitors by supporting arts and cultural organizations, nightlife, youth-oriented activities, and regular events.

## Goal 3: Economic Development

Attract high-paying jobs, skilled workers, and young professionals by promoting year-round local-based businesses and investment in infrastructure.

## Goal 4: Quality of Life

Promote Watkins Glen's identity as a vibrant community for residents, businesses, and visitors.

# Project Types

## Eligible for DRI Funding:

- Public Improvements
- New Development and Rehabilitation of Existing Structures
- Revolving Loan and Grant Funds
- Branding and Marketing

## DRI Plan may include two project types:

- Priority Projects that are recommended for DRI funding.
- Other important projects that should seek funding from other sources.

## Not Eligible for DRI Funding:

- Planning activities
- Staff costs
- Training expenses
- Program expenses

Note: DRI funding can only be used to purchase private property at ***appraised fair market value***.

# Draft Projects: Goal 1 Downtown Living

## Housing, Neighborhood, and Childcare Center



## Other Projects

15 North Franklin Renovation

Building and Site Transformation Multi-Site Project

Note: All projects are draft and subject to change.

# Draft Projects: Goal 2 Culture and Entertainment

## Clute Park Year-Round Recreation Improvements

### OPTION C

Pavilion located more centrally, strong visible connection to entrance.

Retain existing skatepark where it is, locate other active components along the edge where the view is somewhat compromised by the Cargill plant.

Children's play area and splash park near active play area.

Both houses set back from water's edge.

Create large wildlife / ecological zone with educational signage and pathways at other end.



#### general notes

These are preliminary diagrams to help determine general locations of the primary elements, additional elements and activities will be included in future iterations.

All options include a "circuit path" connecting all elements and parking (aloeside path is diagrammatic, its exact location and proximity to the water to be developed in future iterations.

Maintain as much park and open space as possible, avoid / minimize tree removal.

North / South walking paths (dashed lines) are designed to support vehicles for Cargill's access to the ball infrastructure.

Active, child and youth play elements located together where possible.

Design ice rink so it can be used for warm season activities.

Ice rink to have removable wind barriers, to better accommodate warm season activities.

Main pavilion to have bath house, kitchen and community gathering space. Other elements such as a small concession to also be considered.

Entrance pavilion for information, maps, day parking fees if applicable, and could have one small WC.

Bath house located to be convenient both to swimmers and other park users, / play areas.

Buffer park from road with strategic plantings.



## Other Projects

Watkins Glen Performing Arts Center Upgrades

Captain Bill's Port of Seneca Lake Cruise Terminal

Renovate the Former VFW Building into a Full Service Spa and Fitness Center

Seneca Lake Wine Trail Cultural Center

FLX Outdoor Adventure and Discovery Center

Note: All projects are draft and subject to change.

# Draft Projects: Goal 3 Economic Development

## Downtown Revitalization Fund



## Other Projects

FLX Works Co-working Space

Schuyler Hospital Walk-In Clinic

Renovate 3<sup>rd</sup> St Carriage House

Finger Lakes Brew Garden

Renovate Maguire Chrysler

Note: All projects are draft and subject to change.

# Draft Projects: Goal 4 Quality of Life

## E 4<sup>th</sup> Street Pedestrian Improvements



## Other Projects

New Street Lighting on Franklin St

Gateway Signage and Wayfinding

Zoning Updates

Public Artwork Project

Lafayette Park Upgrades

Note: All projects are draft and subject to change.

# Role of the Village

## What can the DRI Plan mean for Watkins Glen?

Opportunity to transform downtown by:

- Bringing in new residents and businesses.
- Providing more year-round activities to benefit residents and attract visitors in the wintertime.
- Providing assistance for current businesses to make them more competitive.

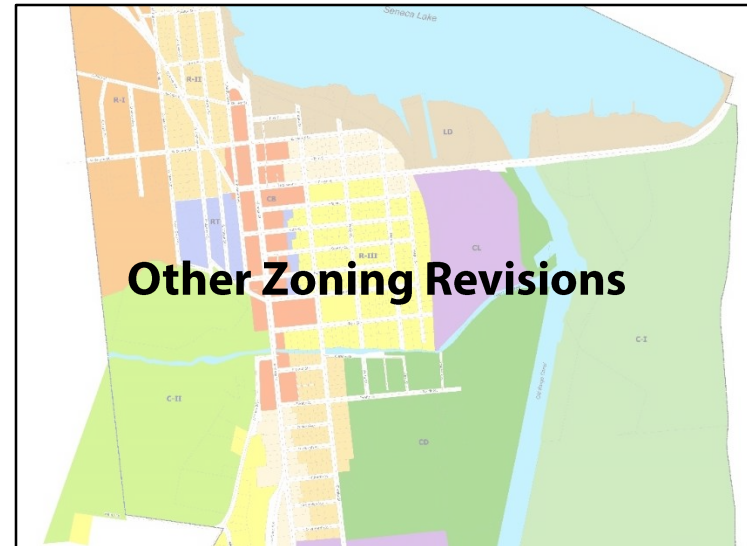
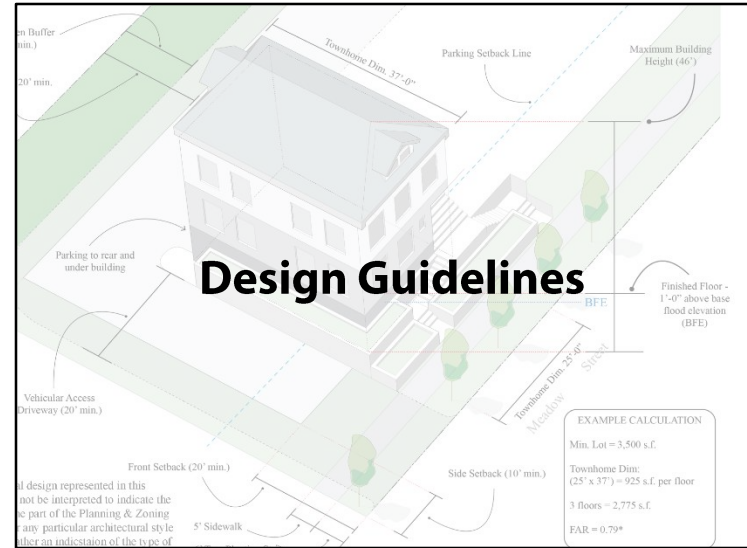
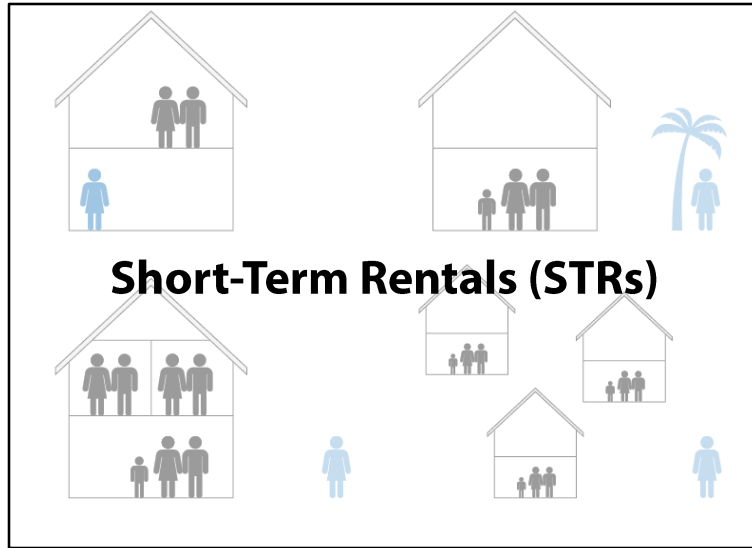
## Commitment by the Village

- The Village will have a key role in implementing some projects (especially public projects).
- For the plan to be successful, the state will need to see buy-in by the Village so that funds are distributed quickly and projects are managed and tracked.

# Zoning Recommendations in the DRI Plan

- DRI Plan can include recommendations for zoning code updates, including funding for implementation.
- Zoning can only be adopted by the Village Board of Trustees, so the DRI Plan itself is not adoption of zoning.
- We want to make sure any recommendations of potential zoning changes are aligned with Village Board priorities.

# Potential Zoning Recommendations



# Short-Term Rentals

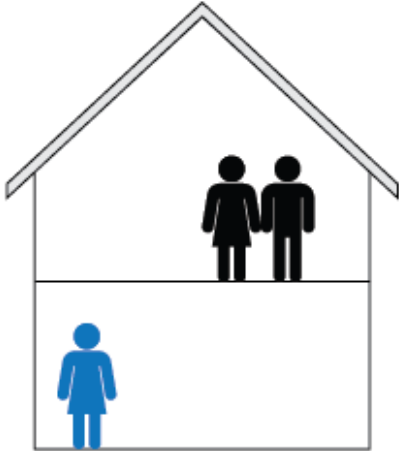
## **Objective of creating zoning for short-term rentals (STRs) in Watkins Glen:**

- Allow locals to make extra income on their homes.
- Support tourism industry.
- Protect the housing market from shrinking supply.

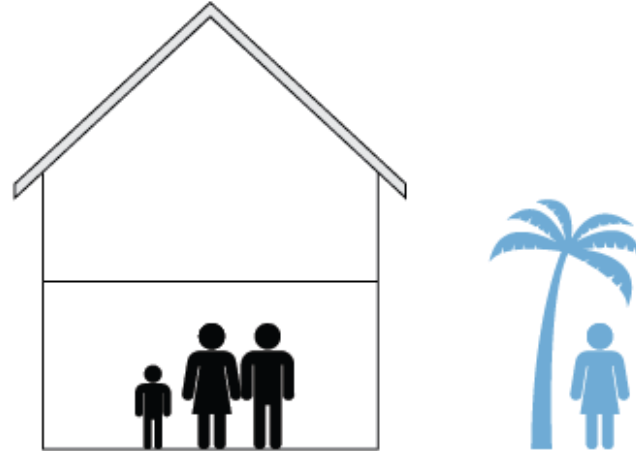
# Types of Short-Term Rentals

Owner Occupied

Room-in-a-House



Snowbird

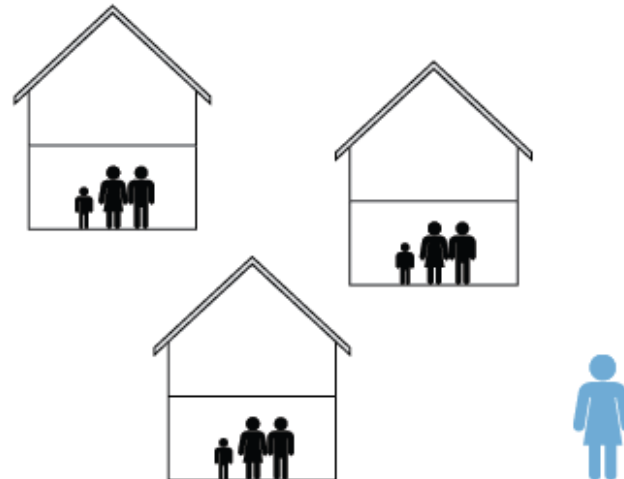


Absentee Owner

Guest House



Investor

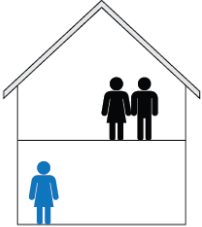


# Ways to Regulate STRs

- Permitting
- Geographical Restrictions
- Quantitative Restrictions
- Other Conditions

# Permits

## Room-in-a-House

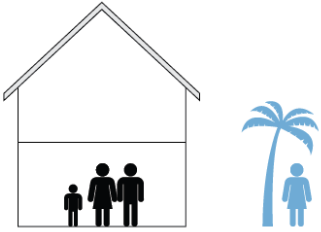


## Accessory Permit

- Allow STRs for unlimited days per year
- Requires definition in code of “permanent home” (e.g., used as primary residence for 180 days per year).
- Accessory permit is renewable annually for a small fee (e.g., \$100).
- Allowed anywhere in the Village.

# Permits

**Snowbird**



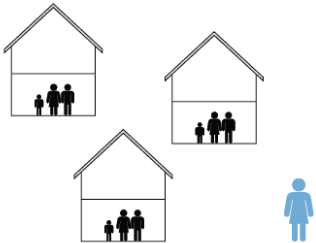
## Temporary Permit

- In residential zoning districts, allows entire home to be used for STR for up to 90 days per year.
- In commercial and transition zoning districts, allows STR for unlimited days per year.
- Residences with temporary permits do not have to be owner-occupied.
- Temporary permits are renewed annually for a moderate fee (e.g., \$250).

**Guest House**

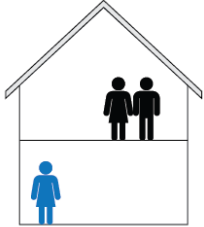


**Investor**



# Geographical Restrictions

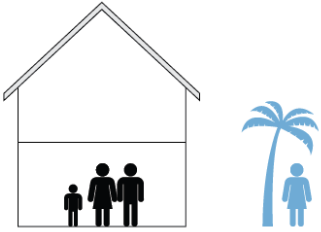
Room-in-a-House



**No restrictions, allowed anywhere in the Village.**

# Geographical Restrictions

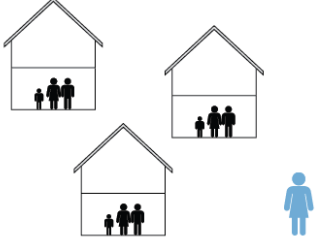
## Snowbird



## Guest House

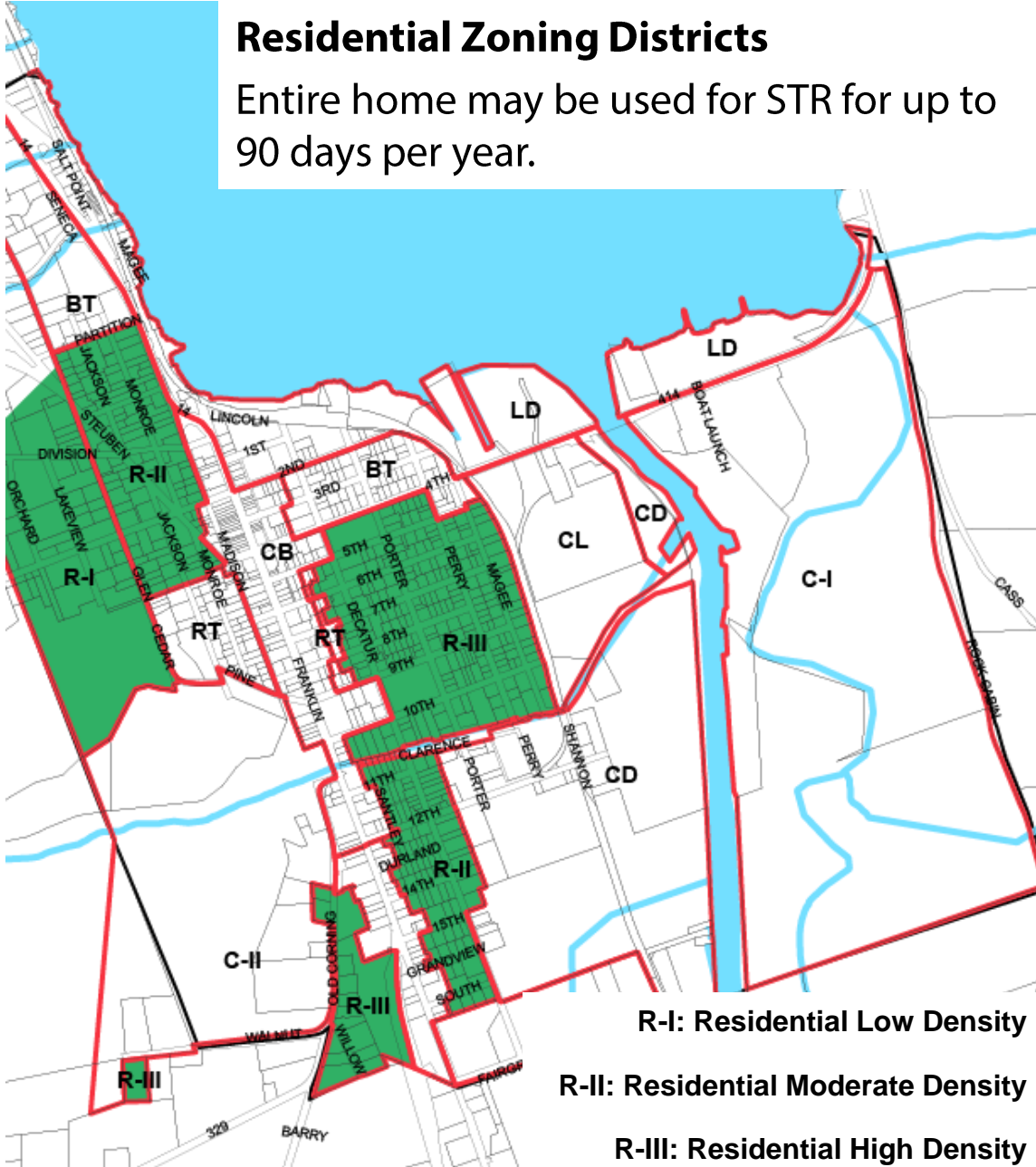


## Investor



## Residential Zoning Districts

Entire home may be used for STR for up to 90 days per year.



R-I: Residential Low Density

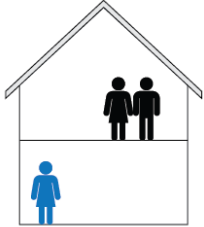
R-II: Residential Moderate Density

R-III: Residential High Density



# Quantitative Restrictions

## Room-in-a-House

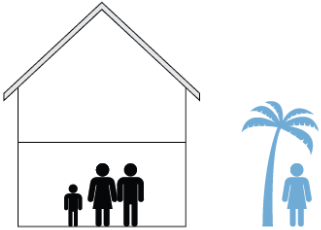


## Accessory Permits

- No limit on how many accessory permits can be issued.

# Quantitative Restrictions

**Snowbird**



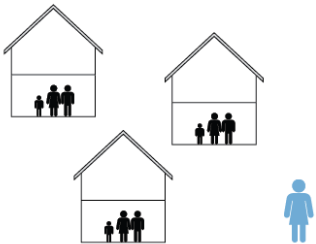
## Temporary Permits

- Limit how many temporary permits the Village can issue in a single year.
- Limit how many temporary permits a single entity can obtain.

**Guest House**



**Investor**



# Other Conditions

## **Fees and Fines**

- Fees for accessory permits should be relatively small to avoid barriers to owner-occupied single-family homeowners.
- Fees for temporary permits should be higher, but not an unreasonable barrier.

## **Compliance with NYS Multiple Dwelling Law**

- STRs are prohibited by state law in properties with more than 4 units (unless the permanent occupant is also present).
- Larger properties that are being used solely for STRs are essentially operating as a hotel/inn and should comply with commercial building code, zoning, and tax regulations.

# Other Conditions

## Permit Conditions

- Need standards of approval for STR permits, such as inspections or training programs.
- Require posting of operational restrictions and contact information inside the unit.
- Maximum occupancy limits should be imposed to prevent overcrowding.
- STRs should also be required to register with the County Treasurer prior to approval to ensure collection of Room Tax.

# Recommended Updates to Design Guidelines

## Revisions to existing guidelines

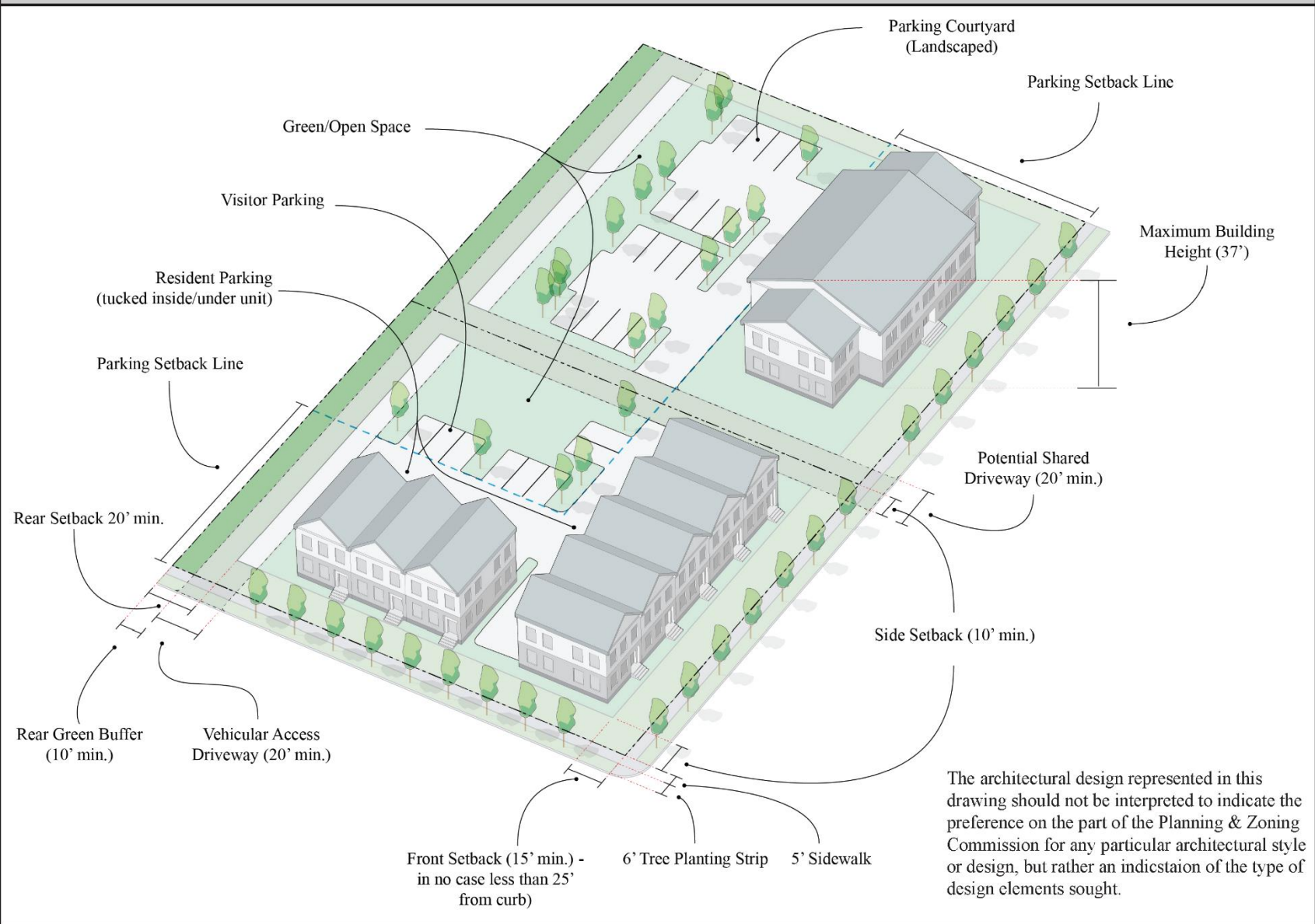
- Add diagrams/illustrations.
- More clear guidelines about sustainability.
- Ensure that guidelines apply to façade and signage (currently only apply when construction exceeds 60% of square footage).

## Clarify administrative and design review process

- Create explicit process for regulation, enforcement, and implementation.
- Shift review and judgment to the Planning Board's site plan review process.

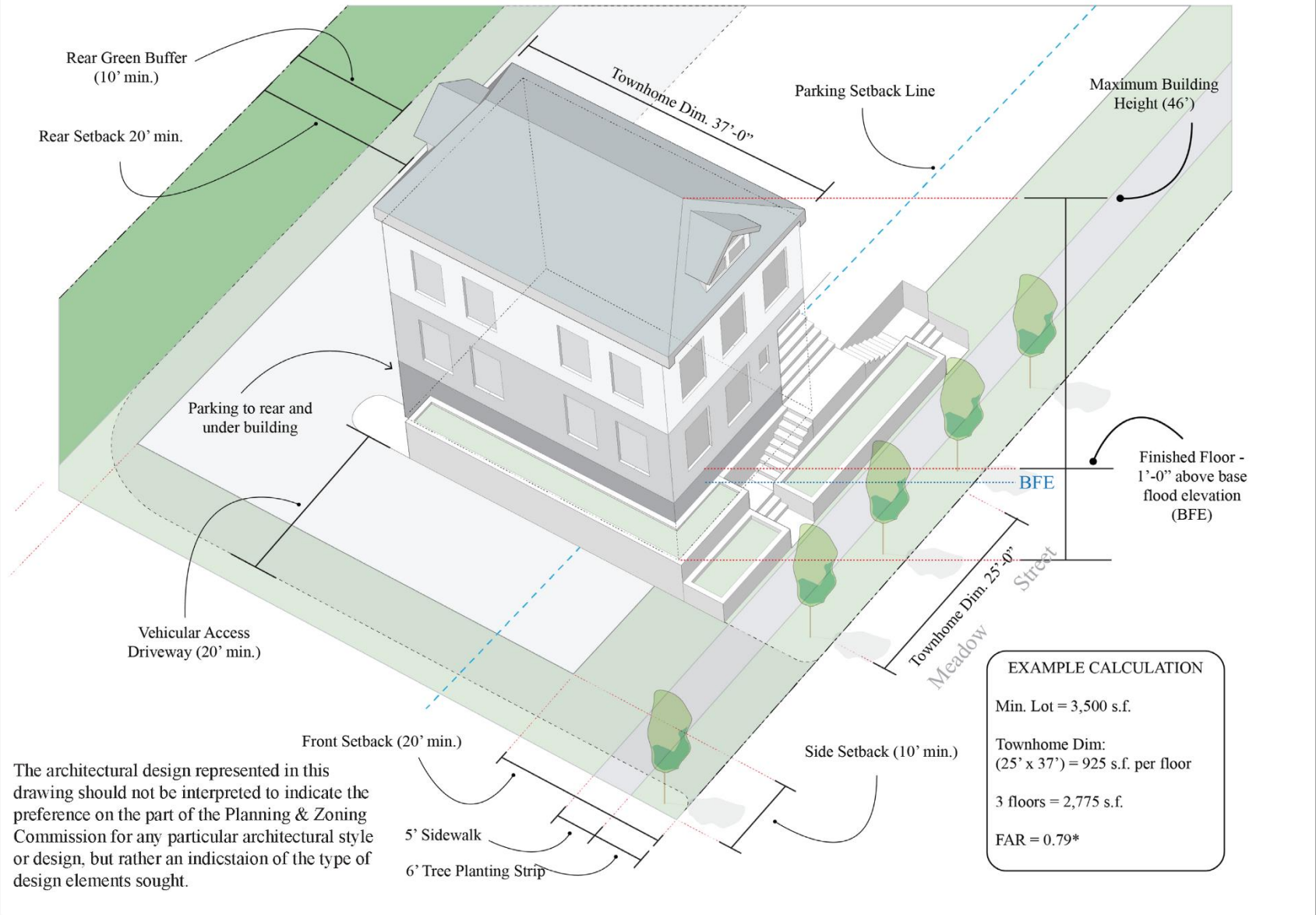
# Sample Design Guideline Illustrations

**Fig. 5.9-4 WEST END OVERLAY DISTRICT**



# Sample Design Guideline Illustrations

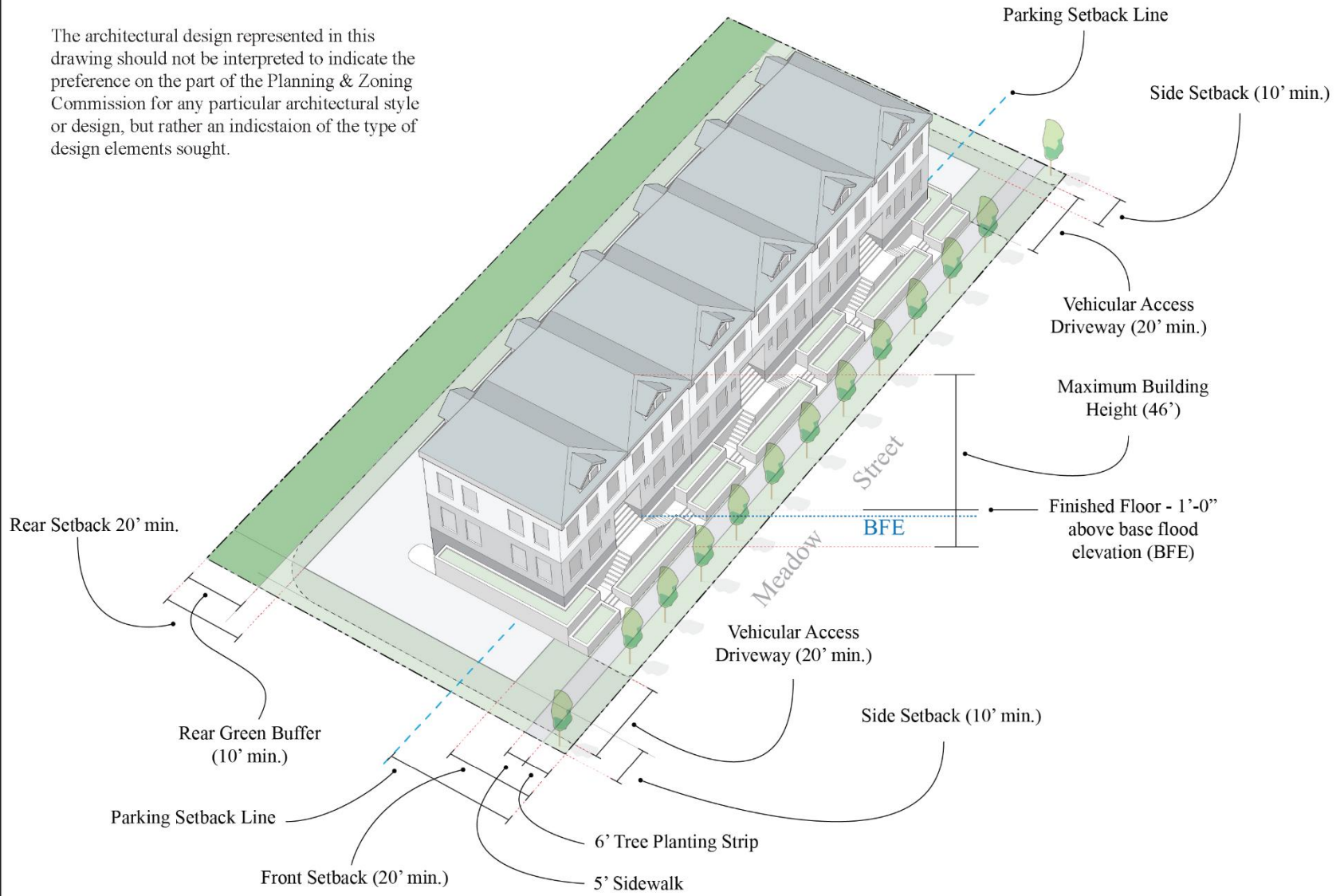
**Fig. 5.9-3 MEADOW STREET OVERLAY DISTRICT**



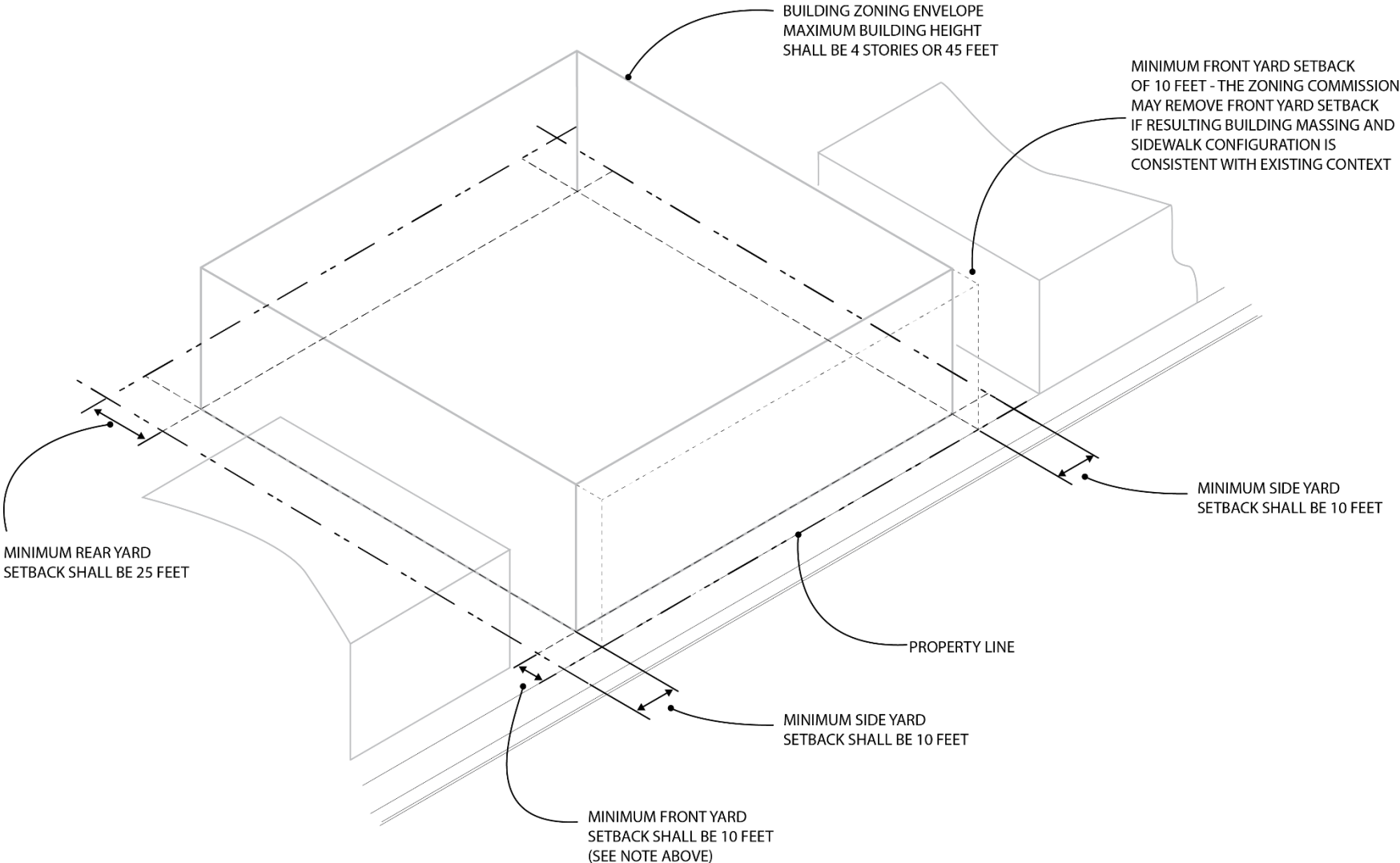
# Sample Design Guideline Illustrations

**Fig. 5.9-2 MEADOW STREET OVERLAY DISTRICT**

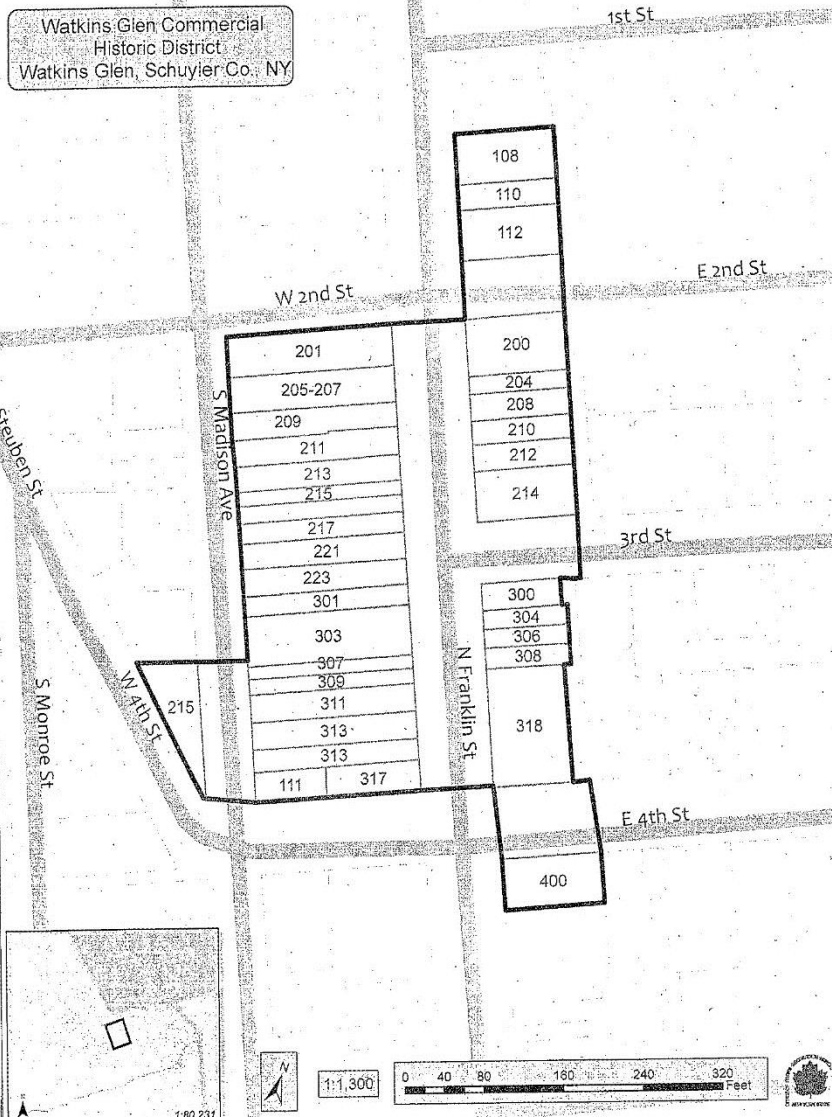
The architectural design represented in this drawing should not be interpreted to indicate the preference on the part of the Planning & Zoning Commission for any particular architectural style or design, but rather an indication of the type of design elements sought.



# Sample Design Guideline Illustrations



# Local Historic District



# Local Historic District

**Objective of creating a Local Historic District is to provide greater protections against demolition.**

- Create overlay district that matches boundaries of National Register District (or other boundary).
- Draft enabling legislation for local preservation ordinance.
- Review of projects within the historic district could be done by the Planning Board, or the Village could establish a Historic District Commission or Architectural Review Board.
- Obtain Certified Local Government (CLG) certification through NY SHPO.

# Other Potential Zoning Revisions

## Land area per residential unit.

- Some zoning districts have minimum lot areas per dwelling unit, which may be a barrier to development that you want.

Zoning District	Use	Minimum Lot Area per Dwelling Unit (DU)
R3	Multi-Unit Dwelling	4,000 SF/DU
RT	Mixed Use	5,000 SF/DU
BT	Mixed Use	5,000 SF/DU
CB	Two Dwelling Unit	4,000 SF/DU
CD/LD	Multi-Unit Dwelling	4,000 SF/DU

# Other Potential Zoning Revisions

## Parking ratios.

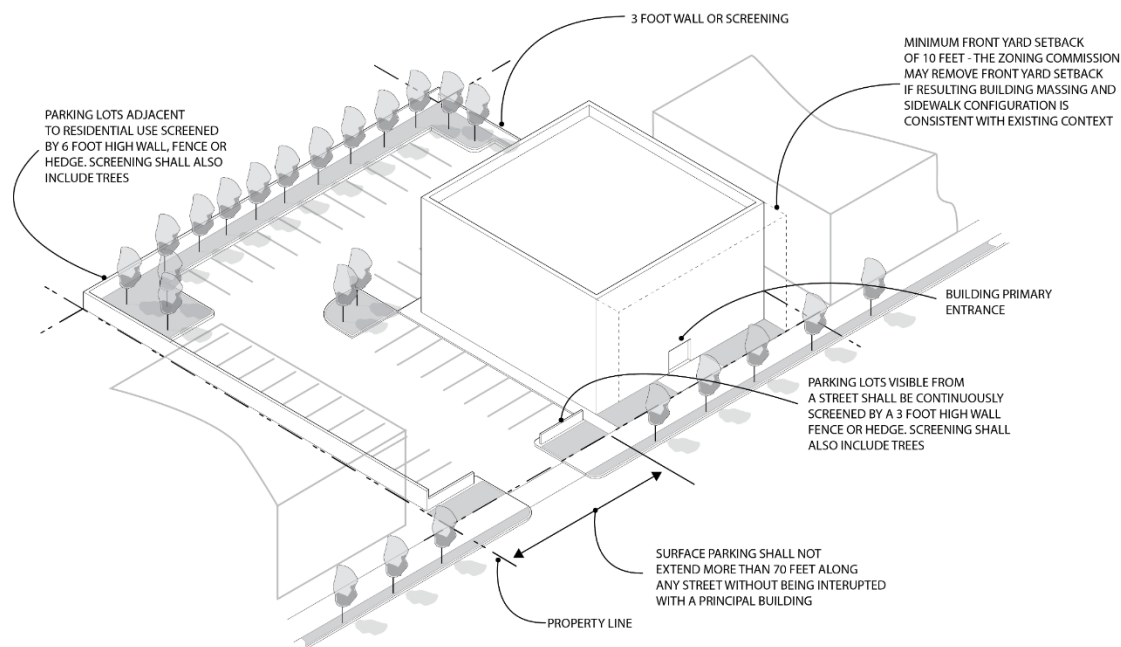
- Current ratios are high for some uses, even for an auto-centric rural community.
- High parking ratios could be a barrier to development and produce site plans that have large parking areas and limited landscaping.

Use	Current Ratios	Potential Revisions
Multi-Unit Dwelling	2 spaces per unit for 4 bedrooms + ½ space for each add'l bedroom	Could be reduced—current ratio is the same as single-family
Hotel	1 space per room + 1 space per 4 employees + 1 space per 150 SF of restaurant/assembly	Requirement for restaurant/assembly may not be needed since most users will be staying at the hotel already
Office	2.5 spaces per each add'l 1,000 SF beyond the first 1,000 SF	Clarify—is there no parking requirement for less than 1,000 SF?
Restaurant	1 space per 60 SF of customer floor area	Could be reduced

# Other Potential Zoning Revisions

## Parking lot landscaping.

- Could increase requirement of off-street parking areas that must be landscaped from 8% to 10%.
- Code should be more specific about requiring landscape islands to break up large paved areas (e.g., every 10 spaces).



# Other Potential Zoning Revisions

## Zoning Map Changes

- Evaluate area around Watkins Glen High School, 12<sup>th</sup> St, and Clarence St—rezone from CD to R3?



# Other Potential Zoning Revisions

## Building Height.

- Currently, the Density/Bulk Control Schedule sets maximum building height AND maximum stories.
- Eliminate either building height or stories for clarity.
- Develop a clear and consistent process for establishing building height during site plan review.